

after the 1<sup>st</sup> full paragraph, insert the following heading:

**IN THE DRAWINGS**

6<sup>th</sup> full paragraph, change to read as follows:

Figure 5 shows a diagrammatic representation of the communication between the user and the computer in accordance with the second example, and

Between the 7<sup>th</sup> and 8<sup>th</sup> full paragraph, insert the following heading:

**DESCRIPTION OF THE PREFERRED EMBODIMENTS**

**IN THE CLAIMS:**

Please amend the claims as shown rewritten below with amendments effected therein. Appendix I is attached hereto having marked versions of said claims with amendments indicated by brackets and underlining.

4. (Amended) The information and communication system of claims

1 or 2, wherein the server has means for comparing the access code entered with

an access code stored in the data base of the server and, in the event that the two codes are identical, provides access.

5. (Amended) The information and communication system of claims 1 or 2, wherein the card code (14) consists of a combination of numbers and/or letters.

6. (Amended) The information and communication system of claims 1 or 2, wherein the card number (13) is at least a six-digit, preferably an eight-digit number and the card code (14) is at least a four-digit and preferably a five-digit number.

7. (Amended) The information and communication system of claims 1 or 2, wherein the plastic card (11) optionally additionally has a memory, preferably a magnetic strip or a chip (15), in which the card number (13) and/or the card code (14) and/or user-specific data are stored.

8. (Amended) The information and communication system of claims 1 or 2 wherein, when the card (11) is inserted in a card reader of a communication device, connected with the Internet, the access code is transmitted and the

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information page and/or the user-specific survey page (5), assigned to the access code, can be requested.

13. (Amended) The information and communication system of claims

9 or 10, wherein the identification is formed as a call number.

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14. (Amended) The information and communication system of claims

9 or 10, wherein the identification comprises an access password.

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16. (Amended) The information and communication system of claims

9 or 10, wherein the communication connection can be established over a mobile phone (16).

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18. (Amended) The information and communication system of claims

9 or 10, wherein the system is designed to transmit a confirmation to the user after a code is entered.

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20. (Amended) The information and communication system of claims

9 or 10, wherein a code is a component of an advertising medium.

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23. (Amended) The information and communication system of claim 1 or 9, wherein the code-specific information page (21) contains communications (23) from an issuer to the user.

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24. (Amended) The information and communication system of claims 1 or 9, wherein the code-specific information page (21) has hyperlinks (24), which are linked to Internet pages of the issuer.

25. (Amended) The information and communication system of claims 1 or 9, wherein the system has means for sending and receiving electronic communications over the information page (21).

27. (Amended) The information and communication system of claims 1 or 9, wherein the contents of the information page (21), assigned to the access code, can be grouped, expanded and deleted once again by the user.

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28. (Amended) The information and communication system of claims 1 or 9, wherein a points account (25) is assigned to the user and the points can be depending on the actions of the user.